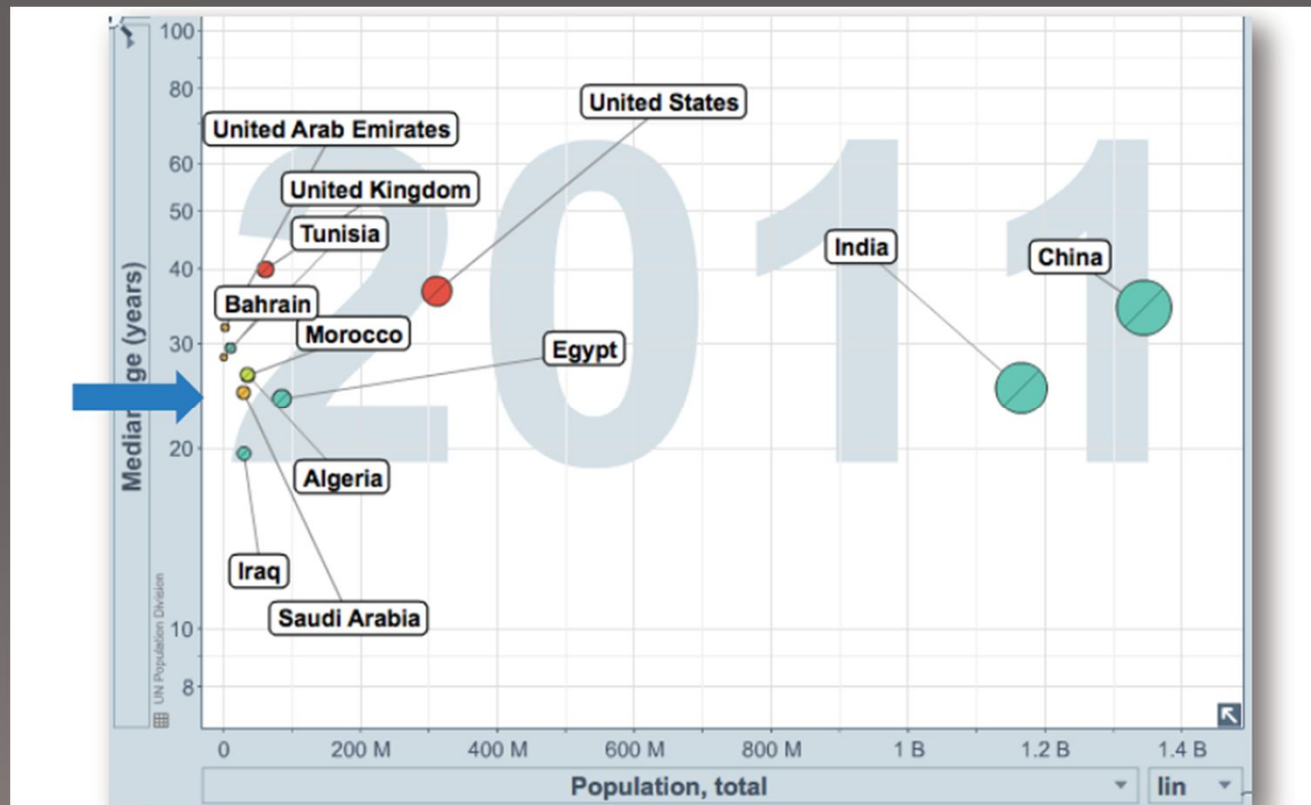




# MENA Internet Insights & Trends



# Regional Demographic



Source: Gapmider



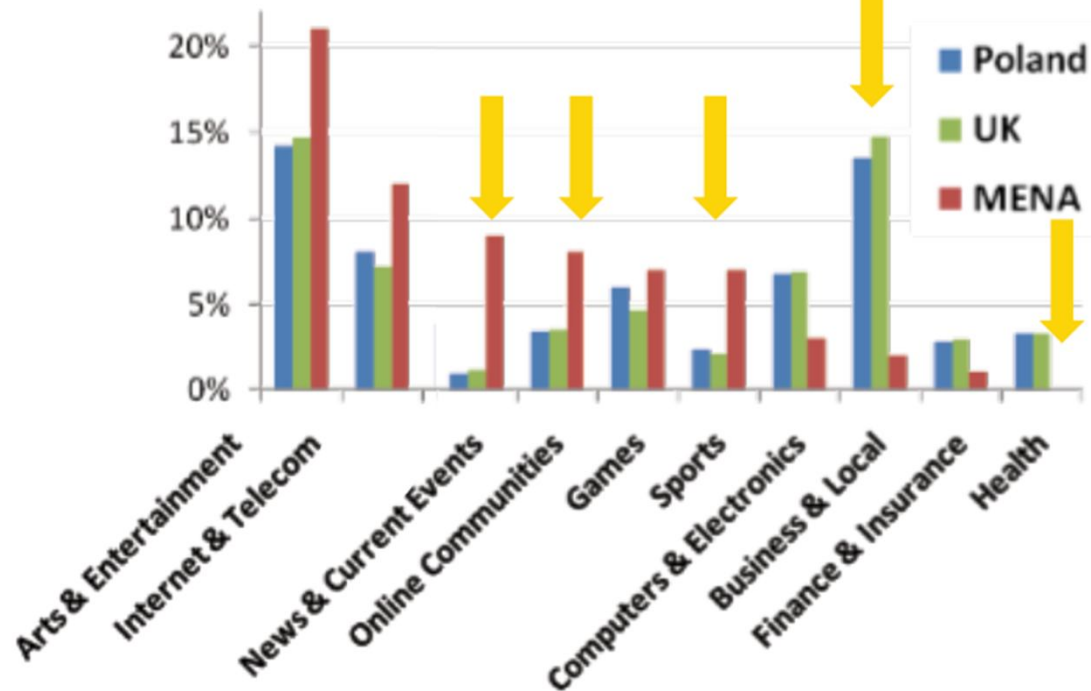
# The Internet Today in MENA

- Over 100 million Searches a day on Google alone
- Over 38,000 new Facebook users a day
- Over 100 million Youtube playbacks a day
- 1 hour of youtube uploads a minute!

*Source: Google, Facebook*

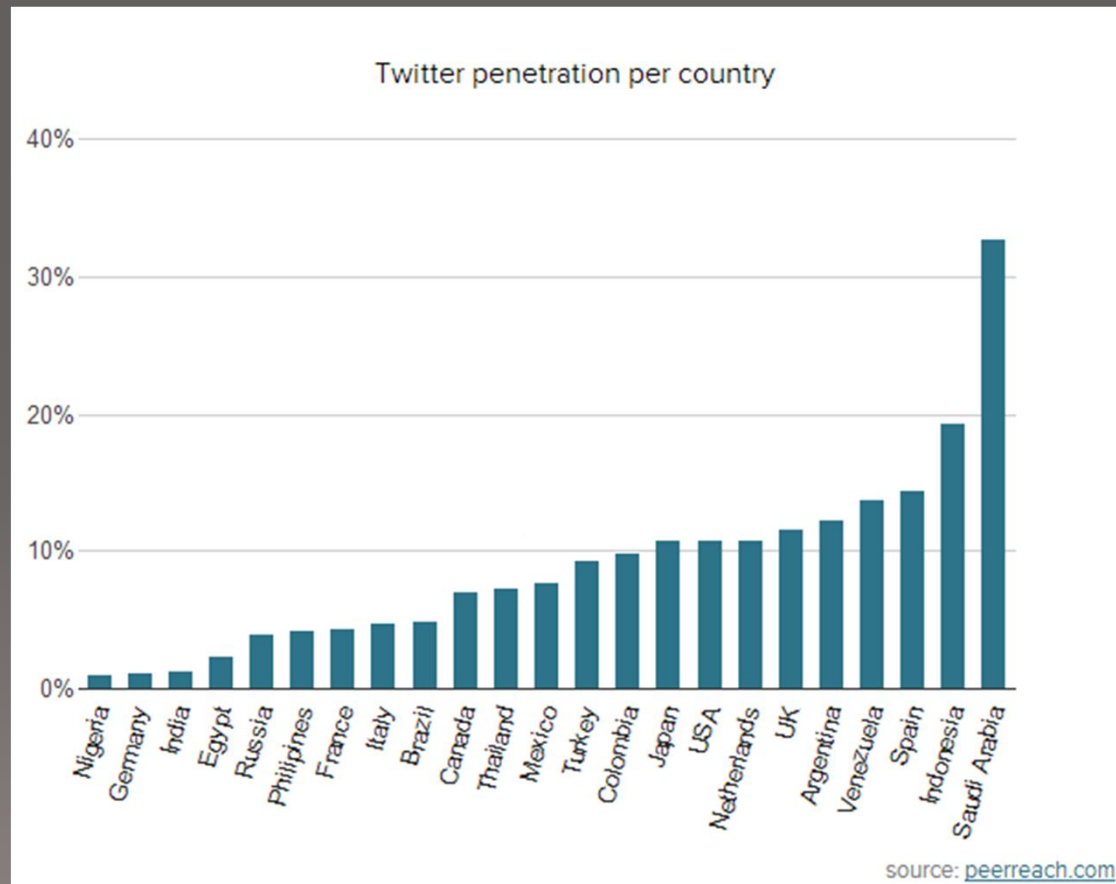


# MENA region Search behaviors Vs UK and Poland





# Twitter Penetration





# Arabic...

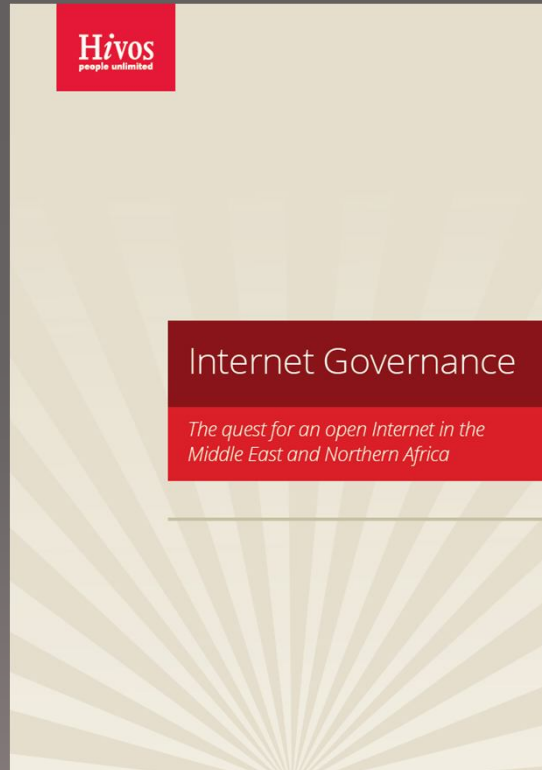
- Many products in the region developed in English
  - There are over 350 million Arabic speakers
  - Huge opportunity for Arabic content
  - Less than 20% of MENA population communicate in English
- 
- Result = HUGE opportunity for Arabic content



# Questions



# Background Info on IG MENA





# Expected outcomes

Taking the lead to push Internet policy agenda in their countries and also engage in the regional policy dialogue (AIGF), then in the global IGF, where the Arab representation and perspective is still very poor.



# Internet policy challenges in the MENA

- lack of transparency in governmental Internet policy procedures
- Application of offline legislation online
- lack of a coherent Internet Policy socio-political vision, which inevitably encourages arbitrary Internet policy environments.
- Excluding civil society from the decision making process
- Internet legislation is vaguely-worded and ambiguous (violation of individual privacy and legal threats based on online activity)



# CHALLENGES FACING ACTIVISTS?

- Governments/ Regulators
- International companies that have provided technical surveillance and monitoring systems



# Questions